

**IN THE CLAIMS**

1. (currently amended) A method for modifying an image produced by an application program on the display screen of a computer system, the computer system running the application program under an operating system having a graphical user interface, the method comprising the steps of introducing into the image a multimedia animated character, said character being introduced so that it appears on the display screen intrusively in a position or a time which is unpredictable for a computer system user and so the that it cannot be controlled by the user while the application program is running, said character being introduced without the use of any executable code present before its introduction and dedicated to its production.

2. (previously presented) The method according to claim 1, wherein said character moves translationally on the display screen.

3. (currently amended) A method for modifying an image produced by an application program on the display screen of a computer system, the computer system running the application program under an operating system having a graphical user interface, the method comprising the steps of introducing into the image a multimedia animated character, said character being introduced so that it appears on the display screen intrusively in a position or a time which is unpredictable for a computer system user, the method and in on it the utilized in an operating system which produces multilayer window images on the display screen, said character being located in the uppermost layer of the application program window, so that a user cannot move it off the screen or cover it with other objects, said character being introduced without the use of any executable code present before its introduction and dedicated to its production.

4. (original) The method according to claim 3, wherein said character is accompanied by synchronized sound.

5. (currently amended) A method for modifying an image produced by an application program on the display screen of a computer system, the computer system running the application program under an operating system having a graphical user interface, the method comprising the steps of introducing into the image a multimedia animated character, said character being introduced so that it appears on the display screen intrusively in a position or a time which is unpredictable for a computer system user, the method and in on it the utilized in an operating system which produces multilayer window images on the display screen, said character being located in the uppermost layer of the application program window, so that a user

cannot move it off the screen or cover it with other objects, wherein the character overlies an existing image produced on the screen by the application program, a portion of the character being transparent, so that a portion of the existing image can be seen therethrough, said character being introduced without the use of any executable code present before its introduction and dedicated to its production.

6. (previously presented) The method according to claim 5, wherein the generation of said character is controlled with signals stored in a database in response to an exchange of information from the computer system.

7. (previously presented) A method according to claim 6, wherein said signals stored in the database define a plurality of said characters which are selected and controlled according to information from the user's computer which is not under the user's control and technical features available in the computer system.

8. (previously presented) The method of claim 6 or 7, wherein the user's computer is connected to a network, to which there is also connected a character controlling server, in communication with the user's computer, the server having access to the database, said method further comprising the steps of producing a series of instructions executed in the server through an interactive process between the user's computer and the server, to determine a sequence of commands that selects control signals corresponding to one of the characters from said database, and sending the commands to the user's computer for use in introducing the character into the application program image.

9. (original) The method of claim 8, wherein the application program is a browser and the commands are provided to the user's computer within an HTML page being viewed by the user.

10. (previously presented) The method of claim 9 wherein the HTML page being viewed by the computer user was received from a content provider's server and the character is introduced therein as a result of tags left in the page by the content provider.

11. (previously presented) The method of claim 1, wherein the executable code for the character is incorporated in one of installation media and an installation file for the application program, and the executable code is installed at the same time as the application program.

12. (currently amended) A method for introducing advertising material into multimedia content being viewed by a user over a computer network in which the user's

computer is a client running an application program under an operating system having a graphical user interface, the content being received from a content provider's computer acting as a content server, there also being connected to the network a computer operated by a media source acting as a character controlling server, the method comprising the steps of:

sending content from the content server to the client and providing in the content a tag communicating to the character controlling server; and

at the character controlling server, upon being contacted by the client, transferring to the client control signals that will produce on the clients computer display of the content a multimedia animated character, so that the character appears on the content intrusively and at a time or location which is unpredictable for the computer user, said control signals not interacting with executable code present before its introduction and dedicated to its production.

13. (original) The method of claim 12 wherein the media source receives payment based upon the number of accesses to a character and the duration of an access.

14. (previously presented) The method according to claim 12, wherein said character moves translationally on the display screen.

15. (previously presented) The method according to claim 14 utilized in an operating system which produces multilayer window images on the screen, said character being located in the uppermost layer of the application program window, so that a user cannot move it off the screen or cover it with other objects.

16. (original) The method according to claim 15, wherein said character is accompanied by synchronized sound.

17. (currently amended) A method for introducing advertising material into multimedia content being viewed by a user over a computer network in which the user's computer is a client running an application program under an operating system having a graphical user interface, the content being received from a content provider's computer acting as a content server, there also being connected to the network a computer operated by a media source acting as a character controlling server, the method comprising the steps of:

sending content from the content server to the client and providing in the content a tag communicating to the character controlling server; and

at the character controlling server, upon being contacted by the client, transferring to the client control signals that will produce on the clients computer display of the content a

multimedia animated character, said control signals not interacting with executable code present before its introduction and dedicated to its production;

the method being utilized in an operating system which produces multilayer window images on the screen, said character being located in the uppermost layer of the application program window, so that a user cannot move it off the screen or cover it with other objects;

wherein the character overlies an existing image produced on the screen by the application program, a portion of the character being transparent, so that a portion of the existing image can be seen therethrough.

18. (previously presented) The method according to claim 17, wherein said control signals are generated on based on information stored in a database in response to an exchange of information from the user's computer.

19. (original) The method according to claim 18, wherein said signals stored in the database define a plurality of said characters which are selected and controlled according to information from the user's computer which is not under the user's control and technical features available in the user's computer.

20. (original) The method according to claim 19 wherein the information from the user's computer is derived from a cookie stored within the computer.

21. (currently amended) A method for providing an electronic greeting from a sender to a recipient over a computer network in which the computers of both are clients running an application program under an operating system having a graphical user interface, the greeting being produced by a media source's computer acting as a media server acting as a character controlling server, there also being connected to the network a computer operated by a content provider, the method comprising the steps of:

at the senders computer selecting characteristics of the greeting, including a character to present the greeting, the recipient and the message to be sent;

at the character controlling server, upon being contacted by the sender, sending to the recipient control signals that will produce on the recipients computer display a multimedia animated character delivering the message, said character being a changing image which appears on the content intrusively in a position or at a time which is unpredictable for the recipient ~~and which is completely beyond the his control~~, said control signals not interacting with executable code present before its introduction and dedicated to its production, the server also providing a

signal to the recipient which will call a page provided by the content provider as background to the character and remains after the message is delivered.

22. (previously presented) The method of claim 21 wherein the media source receives payment from the content provider based upon the number of times the content provider is delivered as background to a greeting.

23. (currently amended) A system for modifying an image produced by an application program on the display screen of a computer, the computer running the application program under an operating system having a graphical user interface, comprising:

a generator of media signals which are configured to produce on the user's display of the application program a multimedia animated character, said character being introduced so that it appears on the image intrusively in a position or at a time which is unpredictable for the computer user and so that it cannot be controlled by the user ~~while the application program is running~~; and

means for introducing a media signal to the user's computer, said control signals not interacting with executable code present before its introduction and dedicated to its production.

24. (previously presented) The system of claim 23, wherein said media signals are configured to produces a character that moves translationally on the display screen.

25. (currently amended) A system for modifying an image produced by an application program on the display screen of a computer, the computer running the application program under an operating system having a graphical user interface, comprising:

a generator of media signals which are configured to produce on the user's display of the application program a multimedia animated character, said character being introduced so that it appears on the image intrusively in a position or at a time which is unpredictable for the computer user; and

means for introducing a media signal to the user's computer, said media signal not interacting with executable code present before its introduction and dedicated to its production;

wherein the operating system produces multilayered window images on the display screen, said media signals being configured to located the character in the uppermost layer of the application program window, so that a user cannot move it off the screen or cover it with other objects.

26. (previously presented) The system according to claim 25, wherein said media signals are configured so that the character is accompanied by synchronized sound.

27. (currently amended) A system for modifying an image produced by an application program on the display screen of a computer, the computer running the application program under an operating system having a graphical user interface, comprising:

a generator of media signals which are configured to produce on the user's display of the application program a multimedia animated character, said character being introduced so that it appears on the image intrusively in a position or at a time which is unpredictable for the computer user; and

means for introducing a media signal to the user's computer, said media signal not interacting with executable code present before its introduction and dedicated to its production;

wherein the operating system produces multilayered window images on the display screen, said media signals being configured to located the character in the uppermost layer of the application program window, so that a user cannot move it off the screen or cover it with other objects;

wherein the media signals are configured so that the character overlies an existing image produced on the screen by the application program and a portion of the character is transparent, so that a portion of the existing image can be seen therethrough.

28. (previously presented) The system according to claim 27, wherein the media signals are generated based upon information stored in a database in response to an exchange of information from the user's computer.

29. (original) A system according to claim 28, wherein the information stored in the database defines a plurality of characters, the system further comprising a selector responsive to information from the user's computer which is not under the user's control and technical features available in the user's computer to select media signals corresponding to one of the characters.

30. (original) The system of claim 29, further comprising a connection between the user's computer and a network, a character controlling server also connected to the network in communication with the user's computer, the server having access to the database, said media signal generator being controlled through interactive communication between the user's computer and the server.

31. (original) The system of claim 30, wherein the application program is a browser and the media signals are provided to the user's computer along with an HTML page being processed by the user's computer.

32. (original) The system of claim 31 further comprising content provider's server connected to the network for communication with the user's computer the HTML page being viewed being received from content provider's server, the character being introduced as a result of tags left in the page by the content provider.

33. (previously presented) The system of claim 23, wherein the generator comprises a computer program that is installed on the user's computer at the same time as the application program from one of installation media and an installation file for the application program.

34. (currently amended) A method for modifying an image produced by an application program on the display screen of a computer system, the computer system running the application program under an operating system having a graphical user interface, the method comprising the steps of introducing into the image a multimedia animated character, said character being introduced so that it appears on the display screen intrusively in a position or a time which is unpredictable for a computer system user, said character being introduced without the use of any executable code present before its introduction and dedicated to its production; the method utilized in an operating system which produces multilayer window images on the screen, said character being located in the uppermost layer of the application program window, so that a user cannot move it off the screen or cover it with other objects.

35. (original) The method according to claim 1, wherein said character is accompanied by synchronized sound.

36. (previously presented) A method for modifying an image produced by an application program on the display screen of a computer system, the computer system running the application program under an operating system having a graphical user interface, the method comprising the steps of introducing into the image a multimedia animated character, wherein the character overlies an existing image produced on the screen by the application program, a portion of the character being transparent, so that a portion of the existing image can be seen therethrough.

37. (previously presented) The method according to claim 1, wherein the generation of said character is controlled with signals stored in a database in response to an exchange of information from the computer system.

38. (previously presented) A method according to claim 37, wherein said signals stored in the database define a plurality of said characters which are selected and controlled according to information from the computer system which is not under the user's control and technical features available in the user's computer.

39. (previously presented) The method of claim 1, wherein the user's computer is connected to a network, to which there is also connected a character controlling server, in communication with the user's computer, the server having access to the database, said method further comprising the steps of producing a series of instructions executed in the server through an interactive process between the user's computer and the server, to determine a sequence of commands that selects control signals corresponding to one of a plurality of characters from a database, and sending the commands to the computer system for use in introducing the one character into the image.

40. (previously presented) The method of claim 1, wherein the application program is a browser and the commands are provided to the computer system within an HTML page being viewed by the user.

41. (original) The method of claim 40 wherein the HTML page being viewed by the user was received from a content provider's server and the character is introduced therein as a result of tags left in the page by the content provider.

42. (previously presented) The method according to claim 12 utilized in an operating system which produces multilayer window images on the screen, said character being located in the uppermost layer of an application program window, so that a user cannot move it off the screen or cover it with other objects.

43. (original) The method according to claim 12, wherein said character is accompanied by synchronized sound.

44. (currently amended) A method for introducing advertising material into multimedia content being viewed by a user over a computer network in which the user's computer is a client running an application program under an operating system having a graphical user interface, the content being received from a content provider's computer acting as



a content server, there also being connected to the network a computer operated by a media source acting as a character controlling server, the method comprising the steps of:

sending content from the content server to the client and providing in the content a tag communicating to the character controlling server; and

at the character controlling server, upon being contacted by the client, transferring to the client control signals that will produce on the clients computer display of the content a multimedia animated character, said control signals not interacting with executable code present before its introduction and dedicated to its production;

wherein the character overlies an existing image produced on the screen by the application program, a portion of the character being transparent, so that a portion of the existing image can be seen therethrough.

45. (original) The method according to claim 12, wherein said control signals are generated on the basis of information stored in a database in response to an exchange of information from the user's computer.

46. (previously presented) The method according to claim 1, wherein said signals stored in a database define a plurality of said characters which are selected and controlled according to information from the computer system which is not under the user's control and technical features available in the user's computer.

47. (previously presented) The method according to claim 46 wherein the information from the computer system is derived from a cookie stored within the computer.

48. (previously presented) The system according to claim 23, wherein said media signals are configured so that the character is accompanied by synchronized sound.

49. (currently amended) A system for modifying an image produced by an application program on the display screen of a computer, the computer running the application program under an operating system having a graphical user interface, comprising:

a generator of media signals which are configured to produce on the user's display of the application program a multimedia animated character; and

means for introducing a media signal to the user's computer, said media signal not interacting with executable code present before its introduction and dedicated to its production;

wherein the media signal is configured so that the character overlies an existing image produced on the screen by the application program and a portion of the character is transparent, so that a portion of the existing image can be seen therethrough.

50. (previously presented) The system according to claim 23, wherein the media signals are generated based upon information stored in a database in response to an exchange of information from the user's computer.

51. (original) A system according to claim 50, wherein the information stored in the database defines a plurality of characters, the system further comprising a selector responsive to information from the user's computer which is not under the user's control and technical features available in the user's computer to select media signals corresponding to one of the characters.

52. (original) The system of claim 50, further comprising a connection between the user's computer and a network, a character controlling server also connected to the network in communication with the user's computer, the server having access to the database, said media signal generator being controlled through interactive communication between the user's computer and the server.

53-57. (canceled)

58. (original) The method according to claim 34, wherein said character is accompanied by synchronized sound.

59. (previously presented) A method for modifying an image produced by an application program on a display screen of a computer system, the computer system running the application program under an operating system having a graphical user interface, the method comprising the steps of introducing into the display screen a multimedia animated character, the method utilized in an operating system which produces multilayer window images on the display screen, said character being located in an uppermost layer of the application program window, so that a user cannot move it off the display screen or cover it with other objects; wherein the character overlies an existing image produced on the display screen by the application program, a portion of the character being transparent, so that a portion of the existing image can be seen therethrough.

60. (previously presented) The method of claim 37, wherein the computer system is connected to a network, to which there is also connected a character controlling server, in communication with the computer system, the server having access to the database, said method further comprising the steps of producing a series of instructions executed in the server through an interactive process between the computer system and the server, to determine a sequence of commands that selects control signals corresponding to one of the characters from

said database, and sending the commands to the computer system for use in introducing the character into the application program image.

61. (previously presented) The method of claim 60, wherein the application program is a browser and the commands are provided to the computer system within an HTML page being viewed by the computer user.

62. (original) The method of claim 61 wherein the HTML page being viewed by the user was received from a content provider's server and the character is introduced therein as a result of tags left in the page by the content provider.

63. (currently amended) The method of any one of claims 3, 34, or 36 wherein the character appears on the display screen in a position or at a time which is completely beyond the user's control ~~while the application is running~~.

64. (currently amended) The method of any one of claims 12, 15, 17, 21, 34, 36, 42, or 59 wherein the character is introduced so that it cannot be controlled by the user's control ~~while the application is running~~.

65. (currently amended) The system of one of claims 25 or 27 wherein said character is completely beyond the user's control ~~while the application is running~~.

66. (previously presented) The system of claim 23 wherein the operating system produces multilayered window images on the display screen, said media signals being configured to locate the character in an uppermost layer of the application program window, so that a user cannot move it off the display screen or cover it with other objects.

67. (canceled)